

ABSTRACT

DESIGN OF JAKA POLENG WEBCOMIC AS CHARACTER EDUCATION MEDIA FOR TEENAGERS IN BREBES DISTRICT

By

PRASETIA ADIN ILMI

21105093

Folklore is one of the effective learning media in instilling moral and character values. In Brebes Regency, the legend of Jaka Poleng contains moral messages such as honesty, hard work, and responsibility. This study aims to design the webcomic Legend of Jaka Poleng as a character education media for teenagers in Brebes Regency. The method used is a qualitative approach with data collection techniques through interviews, observations, questionnaires, and literature studies. The results of the questionnaire showed that most teenagers were not familiar with the story of Jaka Poleng, but strongly supported its packaging in the form of a webcomic. The webcomic media was chosen because it is popular among teenagers and has visual power that can convey messages effectively. The story is adapted into a manhwa visual style that is popular with teenagers, with the insertion of character values to increase the appeal and educational messages. This design produces a webcomic as the main media, as well as supporting media in the form of Instagram feeds, key chains, stickers, pins, and drink bottles. It is hoped that this work will not only be a character education media, but also a means of preserving local culture and strengthening the cultural identity of the Brebes community among the younger generation.

Keywords: *Jaka Poleng, webcomic, character education, teenagers, Brebes*